

Program Description

Join us for a half day of education with leaders in global finance, including leading Economist Thomas Berner. Some of the topics to be covered include:

- The Economic Forecast and How it Affects Non-Profits.
- Controlling Your Internal Controls.
- Important Updates to Form 990.
- Governance Issues.
- Executive Compensation – How Much is Too Much and How Little is Too Little?
- How to Properly Select an Investment Manager.



OCTOBER 21, 2009

Hotel Pennsylvania
Seventh Avenue at 33rd Street
New York City



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**HOTEL PENNSYLVANIA
Seventh Avenue at 33rd Street
New York City**

Plenary Session:
Global Economic Imbalances
Thomas Berner
Chief US Economist, UBS Wealth Management

Track 1:
Introduction to Internal Controls
Ken Swan
Director, Kiwi Partners

Executive Compensation and the IRS
Jim Rocco
Principal, James E. Rocco Associates

Track 2:
Transparency and Governance
Amish Mehta
Director, Friedman LLP
Sarah Avery
Senior Manager, Friedman LLP

Due Diligence and the Investment Manager Research Process
Jeremy Sunshine
Director, UBS Wealth Management

Luncheon / Keynote Speaker:
Social Networking and Engagement Strategies
Andrew Steggles
Chief Operating Officer & Social Strategist, Higher Logic, LLC



New York Society of Association Executives

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New York, NY 10001-8001

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Who Should Attend:

If you are a CFO at a trade association, a CEO at a philanthropic organization or an association professional whose job touches any aspect of finance, these sessions are for you.

Certification

Attendees will receive 3 points toward the CAE designation or recertification for attendance at the institute.

After completion of this Institute, attendees will receive an official NYSAE certificate of participation.

8:00am Registration (Continental Breakfast)

8:45am Plenary Session

Global Economic Imbalances: Are We Postponing the Inevitable?

The US economy is emerging from its worst economic and financial crisis since the Great Depression. Keynesian stabilization policies have worked, at least in the short term. But the aggressive monetary and fiscal response has opened the door for potentially severe problems further down the road. A return to full US and global economic health will take time and will not come easy.

Speaker:

Thomas Berner
Chief US Economist
UBS Wealth Management

Moderator:

David P. Murphy
Senior Vice President
UBS Wealth Management

9:45am-10:45am Session I (Concurrent Sessions)

10:45am-11:45am Session II (Concurrent Sessions)

Track 1: Introduction to Internal Controls. Who Is Controlling YOUR Internal Controls?

Internal Controls are defined as the processes created by an organization's structure, work and authority flows, people, and management information systems, designed to help the organization accomplish specific goals or objectives.

Internal Control is a key component in maintaining trust. Realizing internal controls in organizations with minimum staffing presents special problems. This presentation will highlight some simple steps and procedures an organization can take to improve its internal controls within the constraints of current staffing regardless of the control challenge.

Speaker:

Ken Swan
Director
Kiwi Partners

Track 2: Transparency and Governance.

Nonprofit governance and accountability continues to garner the spotlight as top issues as many not-for-profits weather the economic downturn storm. It has been several years since the issuance of Sarbanes Oxley for public companies which caused boards of not-for-profits to reevaluate their own governance and accountability practices. This session will review some of the core best practices including:

- Conflict of interest and whistleblower policies
- Audit committee responsibilities
- Oversight transparency in financial reporting AND
- Board Member responsibilities.

The Internal Revenue Service has also been vigilant in their oversight of not-for-profits with the issuance of the new Form 990 as to policies, procedures and practice disclosures. The IRS has taken the position that "Good Governance" is of paramount importance.

Speakers:

Amish Mehta
Director
Friedman LLP

Sarah Avery
Senior Manager
Friedman LLP

Track 1: Executive Compensation and the IRS: What Best Practices Should You Follow?

In today's climate both the media and the public at large are focusing greater scrutiny on executive compensation. Has your organization taken steps to assure stakeholders that your executives are compensated "within the bounds of reasonableness"? Are you confident that your Board is knowledgeable about its role and responsibilities in setting and monitoring executive compensation? Are you prepared for and able to provide the increased level of data and information required in the new IRS Form 990?

Discussion topics will include:

- Overview of intermediate sanctions compliance regulations.
- Steps to follow in presenting a "rebuttable presumption" that compensation is reasonable.
- The role of the Board and the Compensation Committee (with sample guidelines.)
- What information is reported in the new 990?
- What executive positions must be reported on the new IRS Form 990?
- Required documentation and record keeping.

Speakers:

Jim Rocco
Principal
James E. Rocco Associates

Larry F. Beers
Lead Consultant
James E. Rocco Associates

Track 2: Due Diligence and the Investment Manager Research Process.

Selecting an appropriate investment manager is one of the most important decisions you can make to help you work toward your investment goals. Investment managers have different approaches to investing, and vary greatly in the investment style they follow, risks they take, returns they generate, and the types of securities they hold. That is why many sophisticated institutional investors commit considerable resources to help identify those managers with whom they can entrust their assets.

Come to this session and learn:

- What are the key questions to ask during a manager search?
- How to find the right investment manager who has a special combination of skills, prowess, talent and experience to fit their needs.
- Who has a demonstrable track record to prove it?

Speaker:

Jeremy Sunshine
Director
UBS Wealth Management

11:45am Networking Reception

12:30pm Luncheon (Keynote Speaker)

Social Networking and Engagement Strategies

Andrew Steggles
Chief Operating Officer & Social Strategist
Higher Logic, LLC

REGISTER TODAY!

Finance Institute
OCTOBER 21, 2009

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New York City

REGISTRATION CONFIRMATION WILL BE E-MAILED DIRECTLY TO YOU.
CANCELLATION POLICY: A 50% REFUND WILL BE ISSUED ON WRITTEN REQUESTS RECEIVED NO LATER THAN 5:00 PM OCTOBER 16TH, 2009.

FOUR EASY WAYS TO REGISTER

1. MAIL: **NYSAE**
322 Eighth Avenue
Suite 501
NY, NY 10001
2. FAX: **212-645-1147**
3. TEL: **212-206-8230**
4. WEB: **www.nysaenet.org**

Registrations will not be processed without payment.

PLEASE MAKE CHECKS PAYABLE TO NYSAE.

Mail form and payment to:

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Registration form (please print of type)

REGISTRATION FEES:

- Member\$110 ea.
- 3 or more registrants from same organization\$75 ea.
- Non-Member\$135 ea.
- 3 or more registrants from same organization\$90 ea.

METHOD OF PAYMENT

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- Charge \$ _____ to my:
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